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## WebSpy Targets Online Shopping Sites to Boost Sales

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**11th of March 2009 (Seattle, WA):** WebSpy (ASX = WSY), a global vendor of internet monitoring, analysis and reporting software, has today announced its intent to push the sales of internet reporting solution, WebSpy Analyzer Standard, through online software resellers and download sites.

WebSpy has joined forces with e-commerce service provider Avangate to make their new online purchase platform available for other parties. By registering as a WebSpy Online Affiliate, software resellers are able to incorporate Avangate's e-commerce links into their websites and receive commission from every sale, directly or indirectly, linked from their site.

WebSpy CEO, Jack Andrys, says, "WebSpy's Online Affiliate initiative is essentially a two pronged approach to stimulate sales. We want our current partners to benefit directly from very generous commissions and the ability to provide their clients with an inexpensive monitoring solution by the click of a button. In addition, by recruiting other online software resellers and download sites we anticipate a substantial increase in Analyzer Standard's online presence and WebSpy awareness. This will ultimately benefit all stakeholders." Andrys adds, "To clearly emphasize our channel commitment all Online Affiliates, displaying our links on their site, will automatically receive commissions from yearly subscription renewals."

WebSpy's Marketing Coordinator, Åsa Davidsson, says, "At \$295 USD per year Analyzer Standard is targeted towards smaller organizations. The recent price reduction and online sales platform was implemented to make our software available to a mass market and has already generated a high level of interest and increased sales. Davidsson adds, "In essence, WebSpy Online Affiliates only need to display Analyzer Standard "buy now" links on their websites. There are no setup fees or hidden performance targets to reach. Avangate takes care of the ordering process, customer support, software licenses, payments and subscription renewals."

More information on **becoming a WebSpy Online Affiliate** at:

[http://www.webspy.com/partners/ecommerce/promote\\_online.aspx](http://www.webspy.com/partners/ecommerce/promote_online.aspx)

### **ABOUT WEBSPY:**

WebSpy is a global vendor of software solutions that transform the raw data in log files into manageable information, providing a transparent view over organizations' Internet, email and network usage. WebSpy enables organizations to protect and maximize their Internet investment, reducing costs related to unproductive behavior, bandwidth usage and legal liability, whilst still allowing enjoyment of the benefits of a web-enabled environment.

All other information visit [www.WebSpy.com](http://www.WebSpy.com) or contact Åsa Davidsson on: +61 8 9321 3322 or [asa@webspy.com](mailto:asa@webspy.com)